

JENNIFER FRAGALE

PRODUCT LEADER

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PROFESSIONAL OVERVIEW

Product Leader with 15+ years of experience building and scaling consumer and B2B digital products, including direct-to-consumer commerce platforms. Proven track record leading outcome-driven product development in ambiguous, fast-moving environments, partnering closely with engineering, design, finance, tax, and business stakeholders to deliver measurable revenue impact. Deep experience in roadmap ownership, customer-centric problem solving, and launching complex commerce capabilities that unlock new business models.

WORK EXPERIENCE

PEPSICO | REMOTE | FEB 2026 - PRESENT

Senior Principal Technical Product Manager

PEPSICO | REMOTE | MAY 2024 - JAN 2026

Product Manager, Direct Commerce (Contract)

- Embedded within PepsiCo's Direct Commerce / DTX product organization, operating as a full product owner on core revenue-generating initiatives.
- Own and deliver high-impact direct commerce initiatives across Gatorade.com and PepsiCo DTC platforms, operating in a white-space environment to design and launch net-new capabilities supporting B2B and bulk ordering use cases.
- Lead end-to-end product execution, including vision definition, roadmap prioritization, user stories, backlog management, stakeholder alignment, UAT validation, and launch, partnering closely with engineering, design, finance, tax, and business teams.
- Designed and launched an automated Bulk Order inbound support flow on Gatorade.com, enabling prospective customers to self-serve and connect directly with the DTC business team.
 - Generated 2,000+ inquiries in six months, resulting in 500+ orders and \$600K in incremental revenue.
- Product lead for tax-exempt purchasing automation, eliminating a manual, multi-week process by enabling customers to submit exemption certificates directly through the platform.
 - Partnered across Tax, Finance, Controls, Legal, and Engineering to define requirements, validate compliance, and operationalize the workflow.
 - Reduced processing time from weeks to days while cutting manual effort to minutes.
 - Drove \$265K in net revenue in the first six months from tax-exempt customers.
- Led product definition and launch of LTL (Less-Than-Truckload) delivery capabilities on Gatorade.com, allowing bulk customers to identify delivery locations with loading docks and enabling future migration of B2B customers to Gatorade.com in 2026.

ABLE | BROOKLYN, NY/REMOTE | APR 2022 – NOV 2023

Able is a product strategy & development shop focused on early-stage startups and VC/PE-backed high-growth companies.

Director of Product Management | Aug 2022 - Nov 2023

- Promoted from Product Principal within four months, integrating into the leadership team and managing 6 Senior PMs.

- Built and led empowered product teams, establishing clear product vision, outcome-based roadmaps, and lean delivery practices across multiple client engagements.
- Spearheaded the largest client project with Caring.com, driving 50% of Able's revenue through strategic and digital transformation initiatives as Interim CPO.
- As an executive leader at Caring, I revitalized their product practice, enhanced stakeholder relationships, reduced ambiguities, and boosted satisfaction levels across C-suite levels.
- As Delivery Owner, led a cross-functional team of 44, orchestrating project staffing, roadmap planning, and launch management, enhancing board-level communications in which I represented Able and our work.

KIN + CARTA | NEW YORK, NY | 2017 – 2022

Kin + Carta is a global consultancy that combines technology, data, and experience to drive outcomes for Fortune 500 companies. It builds digital products and services and unlocks future innovation through modernization initiatives.

Principle Product Manager | 2021 – 2022

- Delivered complex, data-driven products for Fortune 500 clients, translating executive-level business goals into executable product roadmaps and shipped experiences.
- Developed a self-service reporting & analytics platform for PepsiCo North America, streamlining sales performance driver insights and enhancing decision-making processes. Answered to SVP of Marketing for North America.
 - Joined a failing team to steer project back on track. Turned around stakeholder sentiment by revitalizing project direction to align stakeholders and team objectives.
 - Owned product plan and roadmap to deliver a BI dashboard with proven visualizations. Launched successful, on-time beta dashboard—which three previous firms failed to deliver, saving significant employee hours performing weekly data synthesis.

Senior Product Manager | 2020 – 2021

Built a first-of-its-kind iOS mobile app for New York's largest not-for-profit health insurer.

- Launched app four months early in April 2020 in rapid response to Covid.
- Achieved nearly 100K downloads and significantly improving the NPS score. App was 50 points above all other digital touchpoints. Its ease of use was rated at 79%.
- Defined and executed a roadmap to continuously add valuable app features.
- Drove the Payments feature to surpass web portal usage by 50%, demonstrating substantial cost savings and ROI through strategic analytics and feature additions.
- Call center saw a drop in payment-related calls, resulting in customer service cost savings 30%+, affirming the app's positive ROI.
- Implemented an analytics strategy, tying back to North Star metrics & business goals. Tracked & measured KPI metrics to understand product usage and leverage data to drive product decisions.

Product Manager | 2017 – 2019

EDUCATION & PROFESSIONAL DEVELOPMENT

Certified Product Owner & Certified Scrum Master - Scrum Alliance

Bachelor of Fine Arts - Rochester Institute of Technology + School of Visual Arts

SKILLS & EXPERTISE

Product Vision & Roadmap Ownership

Cross-Functional Stakeholder Leadership

Beta Launches & GA Releases

Direct-to-Consumer & E-Commerce Platforms

Customer Research & Insight Synthesis

Analytics Strategy & Experimentation

Outcome-Driven Product Development	Data-Informed Decision Making & KPI Definition	Risk Mitigation & Dependency Management
Feature Definition & User Story Writing	Agile Delivery & Sprint Management	